Outreach Action Plan

We are asking you to serve a minimum of 30 students per workshop.

In order to meet one of the requirements to apply for $300 in site support funding, you will need to return a minimum of 30 student exit surveys.

Number of workshops you will conduct _____
Anticipated total number of students your workshop(s) will assist _____

Please indicate which of the following activities will be done to promote your workshop(s).

At least 2 items are required from each of the 3 outreach categories (campus, parents, and community).

Campus Outreach Activities

In-Person

☐ Individual student recruitment by counselors and staff
☐ Visit classrooms to announce upcoming workshops and Cash for College scholarships
☐ Involve student clubs, athletic clubs and athletic departments to promote workshop
☐ Announce workshops at pre-game school rallies and events
☐ Recruitment contest – the student or club that recruits the most attendees wins a prize
☐ Encourage students to undertake workshop outreach as a service learning project

By Phone

☐ Use school's automated phone message service
☐ Make individual phone calls

Other

☐ Send home letter in English, Spanish, or other primary language
☐ Students walking around campus

Electronic

☐ Advertise on school website, Facebook page, school e-newsletters, and student e-mails
☐ Text students, if cell phone numbers are available.
☐ Invite students to become fans of the "Cash for College California" Facebook page and follow on Twitter

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☐ School or organization becomes a fan of the "Cash for College California" Facebook page and follow on Twitter
☐ Start a Facebook event page for your workshop

Announcements

☐ Use in-school broadcast announcements
☐ Announce at extracurricular events
☐ Use school's marquee to announce workshops
☐ Banners on outside fencing of the school

School Staff

☐ Ask staff to make announcements in their classroom, offer credit for attendance
☐ Work with athletic departments to coordinate practices around workshop dates
☐ Ask career academy or small learning communities to promote among their groups
☐ Invite school district staff to attend and volunteer
☐ Attend district school board meeting and invite board to promote, attend and volunteer

Media

☐ Work with Statewide and Regional Cash for College media efforts
☐ Use Cash for College media template to send announcement to area newspapers
☐ Work with statewide/regional efforts to invite area media to broadcast from the workshop
☐ Ask area media to become the workshop event "sponsor"
☐ Ask for help in media promotion from your district communications office

Other Campus Outreach Activities: _____
_____
_____

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Outreach to Parents

☐ Promote workshops/scholarship at Nov and Dec financial aid nights and other evening events prior to January
☐ Distribute flyers to parent groups (school site council, parent teacher organization, booster clubs, English Learner, migrant education, and other school-based committees)
☐ Use school's automated phone/text/email message service to announce workshop
☐ Include reminder on student progress reports, report cards, test results, or other communications home

Other Outreach to Parents: _____
_____
_____

Outreach to Community Partners

☐ Distribute flyers/email to community, non-profit, foster youth, and faith-based organizations and ask them to forward
☐ Distribute flyers/email to cultural and other community groups important to the families you serve
☐ Work with locally and state elected officials to attend and advertise workshops/scholarships
☐ Partner with tax assistance programs to promote workshops and offer tax assistance at workshops
☐ Ask local businesses to promote your workshop on their marquee
☐ Ask churches to include in church bulletin and pulpit announcements
☐ Staff a booth at area community events to hand out workshop information
☐ Distribute flyers to area gathering places like teen centers, after-school clubs, and retail stores

Other Outreach to Community Partners: _____
_____
_____

Signature: _____ Date: _____

Printed Name: _____ Phone: _____

Organization: _____ Email: _____